

Latino Journal™

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August 25, 2014

Chairman Tom Wheeler
Commissioner Mignon Clyburn
Commissioner Jessica Rosenworcel
Commissioner Ajit Pai
Commissioner Michael O’Rielly
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB Docket No. 14-57

Dear Chairman Wheeler and Commissioners:

We write to you today from one of the only publications in the country to cover public policy and politics from a specifically Latino perspective. We keep our ears close to the ground, and are intimately acquainted with the challenges and opportunities facing our community in the public sphere.

As you know, Hispanics make up 16.3% of America’s population, or 52 million, and represent America’s largest minority group. Moreover, the rate of growth of the Hispanic community in America will reach 25% within the next generation. That is a fast clip that has daunting implications to America’s communication and cable systems.

Comcast is a company with a weighty record of collaboration with diverse communities. We understand that their partnerships could expand to the substantial Latino communities of Los Angeles, Dallas, and New York upon approval of the proposed Comcast-Time Warner transaction. Please approve this transaction to help ensure the company’s continued devotion to Latinos and people of color nationwide.

When diverse viewers tune into Comcast’s cable coverage, they can count on a wide array of programs that highlight our country’s diversity. The company is America’s largest provider of Spanish cable networks. They offer over 60 dedicated channels, including independent channels created by Hispanic talent, like BabyFirst Americas and El Rey. We understand that Comcast offers more than 160 independent channels, many of them minority-owned. The company has announced plans to add 10 new independent networks following approval of this transaction. We are hopeful that the company will continue to deepen its dedication to the promotion of multicultural talent.

Comcast hires and develops Latino and minority business leaders to deliver their world-class cable and broadband service. We understand that since 2011, Comcast has increased the number of people at and above the VP level over 30%. People of color already make up nearly 20% of the company’s upper level management. These established and emerging leaders are committed to excellent supplier contracts from diverse sources. Comcast spent over a billion dollars on diverse top-tier suppliers last year. Comcast has increased spending with minority-owned suppliers and vendors by about 20% since 2011. We are hopeful that this cultivation of vibrant business leadership will enrich our country for years to come.

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Comcast's vision of an inclusive future shines forth in its efforts to close the digital divide in Internet access between rich and poor. Without home access, young people and families miss out on essential educational and professional opportunities. Comcast's Internet Essentials program has already connected over a million Americans to low-cost home Web service and discounted computer hardware.

Many Latinos unfortunately live in our nation's most underserved urban centers. We understand that Comcast has indefinitely expanded the Essentials program. The number of eligible low-income families will only get bigger following the extension of Comcast service upon approval of the transaction.

Please approve this transaction to give our current and future leaders the tools and networks they need to succeed throughout the country and throughout this century.

Sincerely,



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